CUSTOMER LEAD MANAGEMENT SYSTEM

Abstract

An automated system for accepting, prioritizing, and routing customer leads. The

system allows tracking of the routing and ultimate outcome of any lead, thereby

5   providing a way or reporting various performance measurements. The invention can

feature a hierarchical delegation approach in which users specify rules according to

which leads routed to them are processed, for example, by routing the lead to other users.

The invention can also feature a distributed architecture in which several servers are

coupled, for example, over the Internet. Leads are provided from one server to another,

10   and feedback regarding the disposition of the lead is provided in return.